BUS 303
International Business Project
D2 2012
Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Rob Jack
rob.jack@mq.edu.au
Contact via rob.jack@mq.edu.au

Credit points
3

Prerequisites
BUS301

Corequisites

Co-badged status

Unit description
This unit integrates the materials that are covered in BUS201 Introduction to International Business, BUS202 International Business Operations and BUS301 Business Policy and requires students (individually or in teams) to complete a major research project in International Business under the supervision of a faculty member. By the end of the unit students gain a much better understanding of how to research and analyse an international business or industry as well as how the various concepts covered in previous units fit together.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Make effective recommendations for resolving practical business strategic issues/problems
2. Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
3. Identify and critically analyse key strategic issues facing a business
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal and Plan</td>
<td>10%</td>
<td>Week 4</td>
</tr>
<tr>
<td>Mid-term Report &amp; Presentation</td>
<td>30%</td>
<td>Week 8</td>
</tr>
<tr>
<td>Final Report and Presentation</td>
<td>40%</td>
<td>Week 12</td>
</tr>
<tr>
<td>Reflective journal</td>
<td>20%</td>
<td>Week 12</td>
</tr>
</tbody>
</table>

Proposal and Plan

Due: **Week 4**

Weighting: **10%**

**Submission**

**Extension**

**Penalties**

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

- Make effective recommendations for resolving practical business strategic issues/problems

Mid-term Report & Presentation

Due: **Week 8**

Weighting: **30%**

25% written report & 5% presentation

Both components are graded as an individual contribution based on peer assessment

This Assessment Task relates to the following Learning Outcomes:

- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems

Final Report and Presentation

Due: **Week 12**

Weighting: **40%**

(30% written report) & (10% presentation - assessed individually)
This Assessment Task relates to the following Learning Outcomes:

- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
- Identify and critically analyse key strategic issues facing a business

**Reflective journal**

Due: **Week 12**  
Weighting: **20%**

**Delivery and Resources**

**Classes**

- Number and length of classes: 12 x 3 hour group activity  
- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)

**Prizes**

A prize will be awarded for the student with the best final mark for the unit:  

**Required and Recommended Texts and/or Recommended Materials**


**Technology Used and Required**

- The course will be require students to access databases in the Library and on the Internet.  
- Internet access will be available via a wireless network in the classroom or via a computer in the computer lab.  
- Each group will need to bring at least one laptop with wireless connection.
- All students will also be required to use Excel in the course. Any students who are not familiar with Excel should inform the course convenor.
- The web page for this unit can be found at ilearn.mq.edu.au
Teaching and Learning Strategy

- The main teaching strategy will be through carrying out practical assignments in which students will work in a small group of 4-5 members to conduct a strategic analysis of a global business. This is a practical exercise, the aim of which is to show students what it is like to conduct a strategic analysis for a real global industry and company.
- Students are required to participate fully in all group work.

### Unit Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture Topics and Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>30/07/12 Introduction to the GMMSO and BUS303</td>
</tr>
<tr>
<td>Week 2</td>
<td>06/08/12 <strong>Module 1: Company Situation Analysis.</strong> Decide on company and begin to collect data pertaining to the company and its product(s)/service(s).</td>
</tr>
<tr>
<td>Week 3</td>
<td>13/08/12 Complete the research and collection of data for Module 1.</td>
</tr>
<tr>
<td>Week 4</td>
<td>20/08/12 <strong>ASSESSMENT 1:</strong> Project proposal due (Module 1.1 &amp; 1.2)</td>
</tr>
<tr>
<td>Week 5</td>
<td>27/08/12 Complete remaining subsections on Module 1</td>
</tr>
<tr>
<td>Week 6</td>
<td>03/09/12 <strong>Module 2: Global Market Search: Selecting Country Markets.</strong> Determine the criteria necessary for success in a foreign market.</td>
</tr>
<tr>
<td>Week 7</td>
<td>10/09/12 Screening and selection of possible markets.</td>
</tr>
<tr>
<td>Week &amp; Date</td>
<td>Event Description</td>
</tr>
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<td>------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Week 8 17/10/12</strong></td>
<td>ASSESSMENT 2: Mid-Term Report and Presentation Due (Module 1 &amp; 2)</td>
</tr>
<tr>
<td><strong>Week 9 08/10/12</strong></td>
<td>Module 3: In-Depth Market Analysis and competitive analysis of two countries and selection of best country market.</td>
</tr>
<tr>
<td><strong>Week 10 15/10/12</strong></td>
<td>Complete Module 3</td>
</tr>
<tr>
<td><strong>Week 11 22/10/12</strong></td>
<td>Module 4: Entry Strategy and Plan.</td>
</tr>
<tr>
<td><strong>Week 12 29/10/12</strong></td>
<td>Complete Module 4</td>
</tr>
<tr>
<td><strong>Week 13 05/11/12</strong></td>
<td>ASSESSMENT 3: Presentation of Final Reports and Discussions</td>
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**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](http://www.mq.edu.au/policy/docs). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Honesty Policy](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)
- [Grade Appeal Policy](http://www.mq.edu.au/policy/docs/gradeappeal/policy.html)
- [Special Consideration Policy](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)
In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

**Academic Honesty**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

**Grades**

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


**Grading Appeals and Final Examination Script Viewing**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.


**Special Consideration Policy**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A
Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Learning outcomes**

- Make effective recommendations for resolving practical business strategic issues/problems
• Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
• Identify and critically analyse key strategic issues facing a business

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

• Identify and critically analyse key strategic issues facing a business

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

• Make effective recommendations for resolving practical business strategic issues/problems
• Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
• Identify and critically analyse key strategic issues facing a business

Assessment tasks

• Mid-term Report & Presentation
• Final Report and Presentation

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.
This graduate capability is supported by:

**Learning outcomes**

- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
- Identify and critically analyse key strategic issues facing a business

**Assessment tasks**

- Mid-term Report & Presentation
- Final Report and Presentation

**Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

**Learning outcomes**

- Make effective recommendations for resolving practical business strategic issues/problems
- Identify and critically analyse key strategic issues facing a business

**Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

**Learning outcomes**

- Make effective recommendations for resolving practical business strategic issues/problems
- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

- Make effective recommendations for resolving practical business strategic issues/problems
- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems

**Assessment task**

- Final Report and Presentation

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

**Learning outcomes**

- Make effective recommendations for resolving practical business strategic issues/problems
- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems
- Identify and critically analyse key strategic issues facing a business